

ABSTRACT OF THE DISCLOSURE

A method for analyzing business data is described. The method includes the steps of identifying a key performance indicator and identifying at least one business event associated with the key performance indicator. The method further includes the step of receiving a business event message including business data describing the business event. The method also includes the step of processing the business data to determine the value of at the key performance indicator, 5 The determined value of the key performance indicator is transmitted to a contextual visualization interface for presentation to a user. A system for analyzing and presenting business data is also described. The system includes a contextual visualization interface and a workflow manager. The workflow manager is in communication with the contextual visualization interface, and is further in communication with at least one application. The workflow manager is operative to receive event data from the application, and the contextual visualization interface is operative to present business information to a user. 10